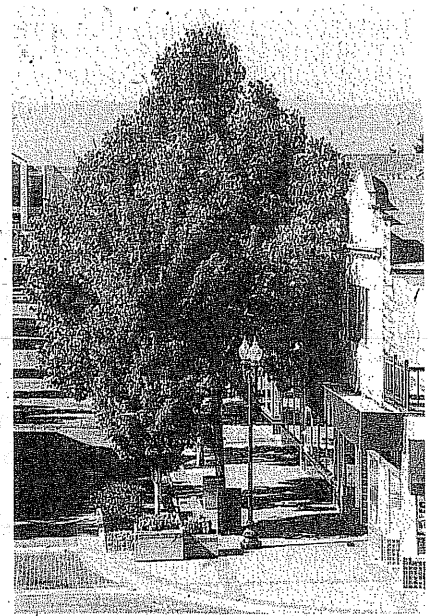


While some of the residential streetscapes have not fared very well during the last fifteen years, the City's one commercial streetscape, the Murphy Station Heritage Landmark District (Murphy Avenue) has been more successful. The story of that success exemplifies the link between preservation and economic development, in that activities which were designed to promote preservation of the buildings and streetscape resulted in the creation of an environment that is so attractive that it has drawn significant business investment, re-establishing Murphy Avenue as a commercially viable neighborhood. In fact, Murphy Avenue has become a destination point for the region.

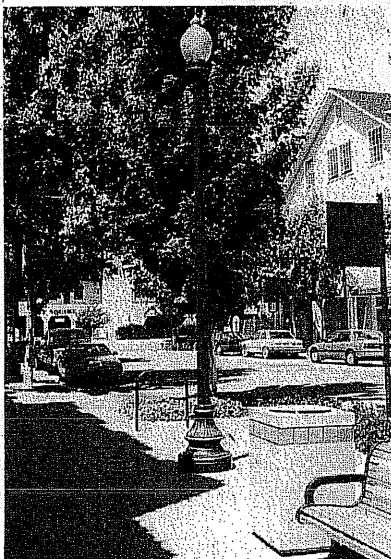
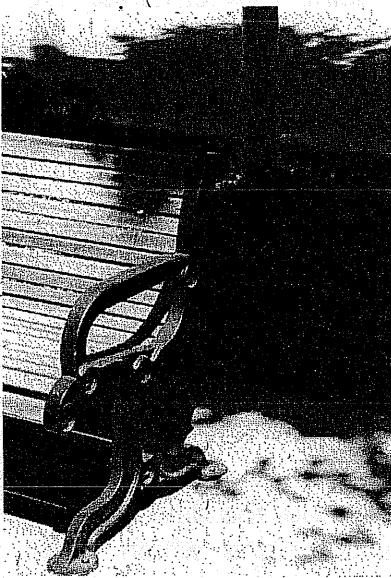


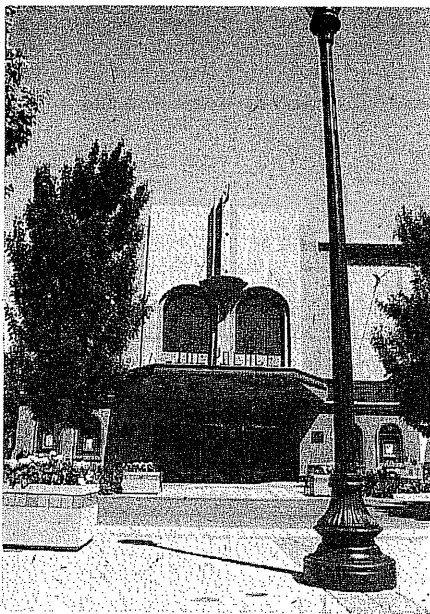
Murphy Avenue

In 1995, the Murphy Station Heritage Landmark District, contained 37 buildings and two vacant lots. Only six buildings in the district had not been improved, with other permit applications pending. This represents a dramatic improvement since the district was established in 1981.

These improvements have occurred after the City made an extensive investment in the district (which consists of both sides of the 100 block of South Murphy Avenue and adjacent properties on West Washington Avenue). City improvements included repaving and landscaping the parking lots, making street and sidewalk improvements and providing street trees, street furniture and planters. In addition to these improvements, the City made low interest loans available to owners to assist with building improvements. These actions followed the designation of the area as a heritage landmark district and the adoption of a redevelopment plan for the district.

In 1980, the original Murphy Avenue Design Guidelines were published. The guidelines provided the basic development plan for the district and established design criteria for the Heritage Preservation Commission to use in evaluating proposals for new buildings, building additions and renovations, signs, exterior lighting and landscaping plans. The design criteria focused on retaining the essential features of original building facades and the character of the

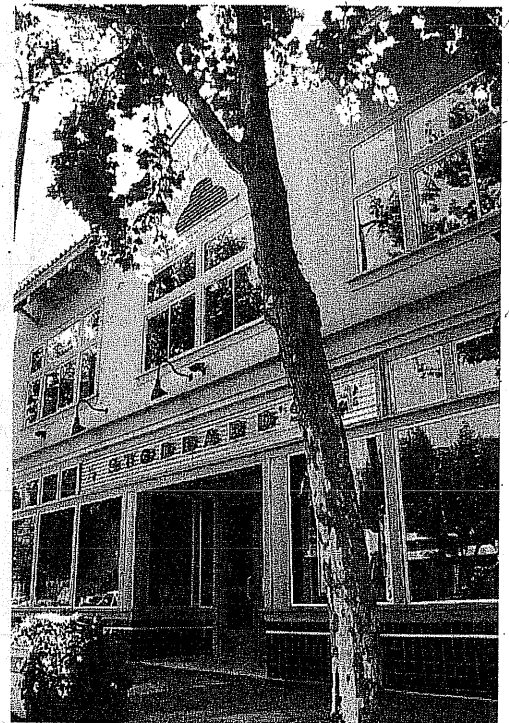




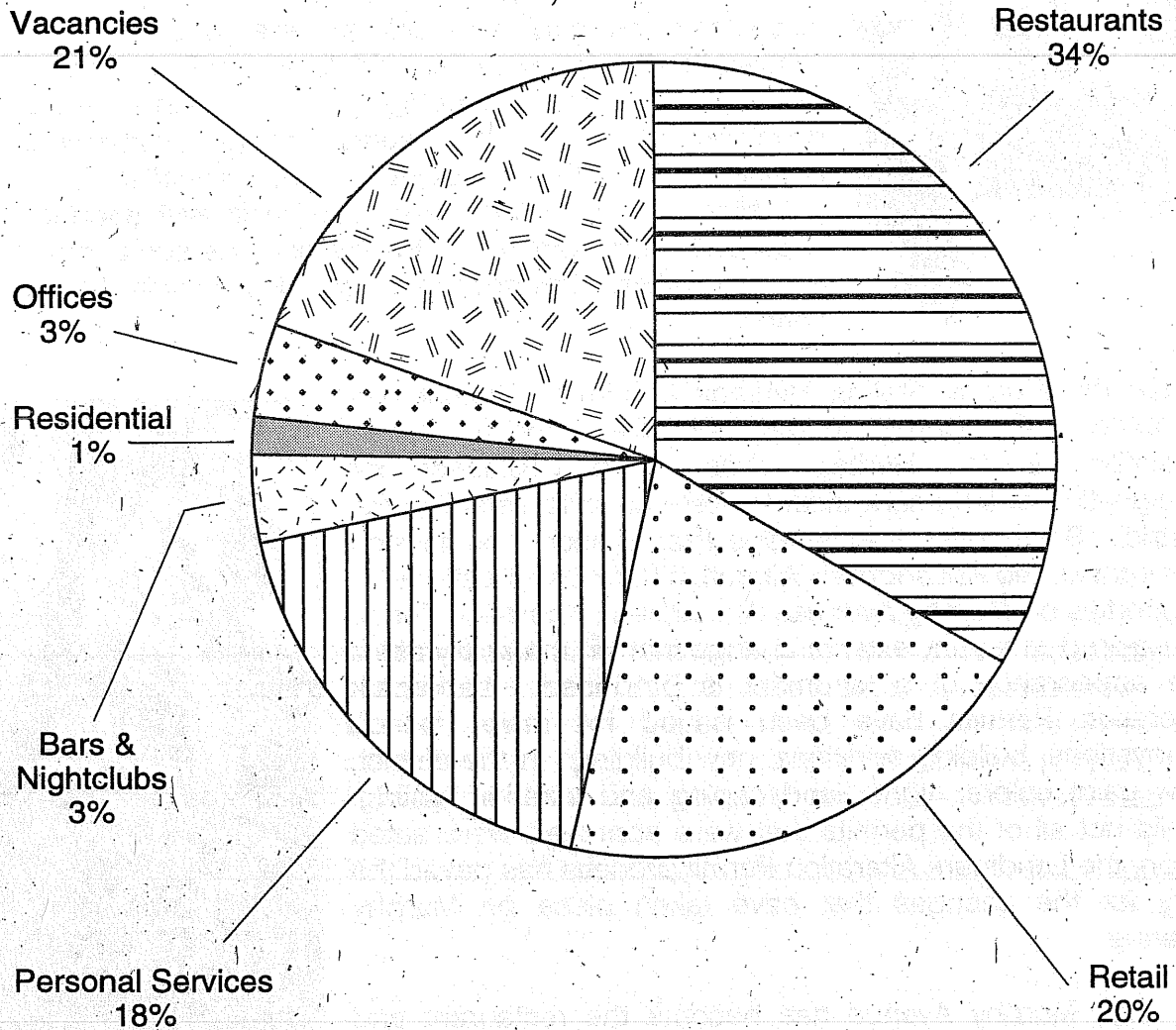
streetscape, while allowing for the kind of diversity typical of a main street which has been developed over time. By 1994, all copies of the original guidelines were gone. A CLG grant allowed the City to revise the guidelines to reflect the changes that had occurred, including the implementation of the development plan. The essential design philosophy was retained when the guidelines were republished. The guidelines continue to be used as a basic evaluation tool for proposed improvements in the district. As such, they have had a significant influence in guiding the revitalization of the district.

When the Murphy Station Heritage Landmark District was adopted by City Council in 1981, the criteria and processes described in the Heritage Preservation Ordinance for designation of landmark districts were used to establish the district. Since 1981, the Heritage Preservation Commission has considered 83 Landmark Alteration Permit applications for properties on Murphy Avenue. A Landmark Alteration Permit is required when any exterior change that will materially affect the appearance of a landmark is proposed. Landmark Alteration Permits have been issued for major facade renovations, building additions, new buildings in the district, new paint colors, signs, landscaping and exterior lighting. While not all of the permits that were approved were acted upon, the Landmark Alteration Permit process has paved the way for the changes that have taken place on Murphy Avenue.

In 1995, Murphy Avenue has become the restaurant and entertainment center of Sunnyvale. The single most prevalent use on Murphy Avenue is restaurants that serve alcoholic beverages. Other restaurants, bars and nightclubs are also present, along with personal services uses, specialty retail uses, professional offices and two apartments. In 1995, there are 24 permits for the service of alcoholic beverages on Murphy Avenue, with more applications pending. (See Pie Chart on the next page.)



Murphy Avenue Land Uses



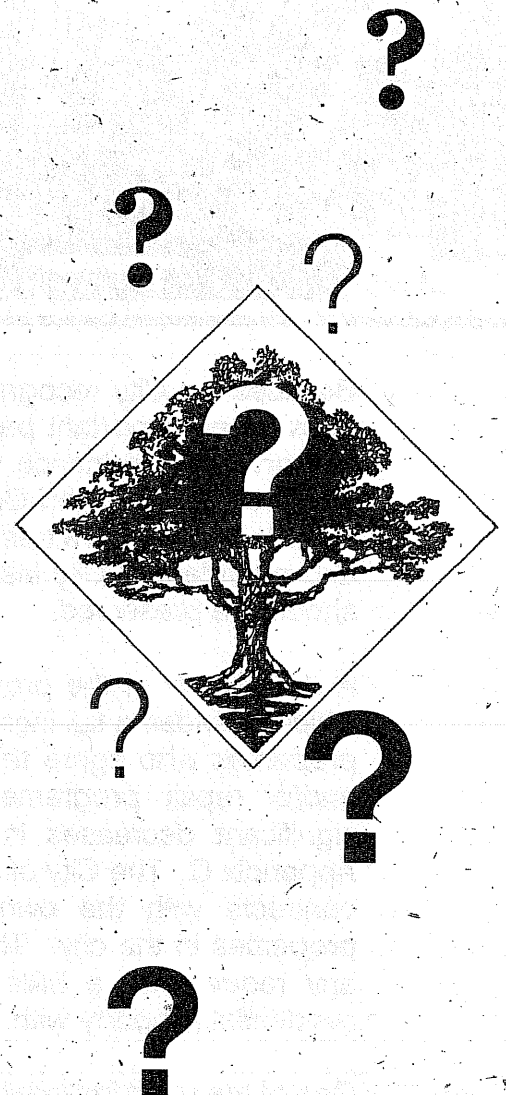
Since the long term preservation of structures on the street is dependent upon the street's continuing commercial viability, consideration should be given to whether the number of businesses that serve alcoholic beverages should be limited, in order to achieve a more diverse mix of uses on Murphy Avenue. Entertainment related uses are especially vulnerable to fads, as new places and styles of entertainment attract those seeking new entertainment experiences. A strategic approach to keeping the economic base of a commercial neighborhood strong is to diversify the uses in order to attract a wider range of customers and to balance daytime/nighttime uses. A diversity of uses also functions to encourage multi-use in the area, as a customer shops for retail products, gets a haircut and stops for lunch or a snack at a restaurant. In order to keep Murphy

Avenue commercially viable, the Heritage Preservation Commission, the Planning Commission and staff from the Community Development Department should work closely together to encourage a strategic mix of uses on Murphy Avenue.

Undesignated Resources

The Cultural Resource Inventory does not include all of the buildings, trees and sites in the City that may be worthy of inclusion. Since the Inventory was established in 1980, some property owners of buildings or trees with heritage resource potential have chosen not to have their properties included on the list. Some properties on the cultural resource list which have qualities that could qualify them for landmark status have not been given this status because their owners were reluctant to accept the higher level of regulation that landmark status entails. There may be properties and neighborhoods which now should be considered that were not considered fifteen years ago when the Inventory was established because they were not "old" enough at that time. The standard rule is that a building should be at least fifty years old before it can be considered for some form of heritage status. However, there are other criteria besides age which may make a building worthy of consideration as a heritage resource (see criteria list on page 16).

The Cultural Resources Inventory should be updated every five years to include new resources that have been added to the Inventory since the last publication, delete those that have been lost and indicate any that may have been "upgraded" from a cultural resource status to a landmark status. At that time, existing resources should be re-evaluated and a new survey of the community conducted to determine if other buildings, sites, trees, streetscapes or districts should be considered for inclusion in the Inventory.



Del Monte Building, Murphy Avenue



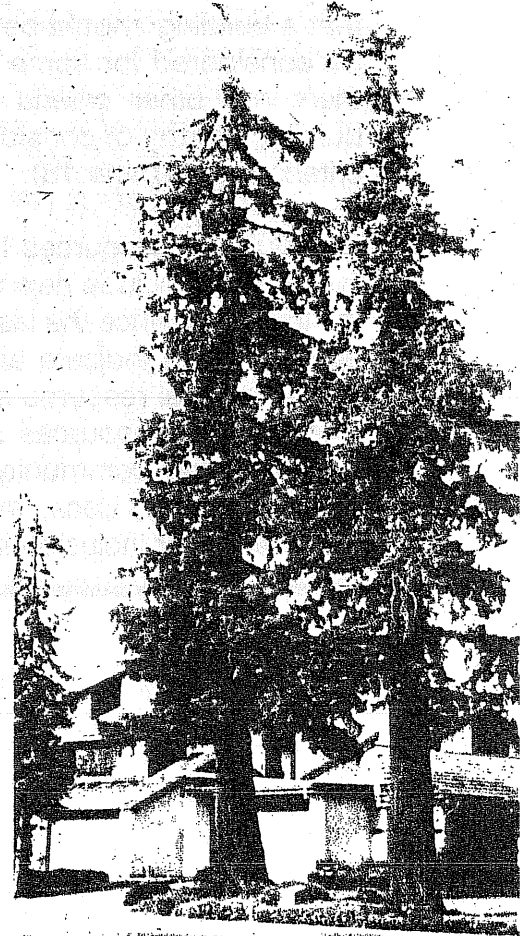
THE REGULATORY ENVIRONMENT

An important consideration in reviewing community conditions which affect the preservation of heritage resources in Sunnyvale is the regulatory environment in which the City operates its heritage preservation program. The City has incorporated a Heritage Preservation Ordinance into the Municipal Code and has established two heritage districts -- the Murphy Station Heritage Landmark District and the Frances-Taaffe Heritage Housing District -- each with regulations and policies which direct their administration. Some provisions of the ordinance, with regard to criteria for landmark designation and regulations for cultural resources, are discussed above. A discussion of the definitions and criteria for heritage resources has been provided. A more detailed discussion of other provisions of the City's heritage preservation ordinance and a discussion of the heritage housing district regulations is found in Appendix C.

Because the City recognized the value of preserving mature trees as an important part of Sunnyvale's heritage, the Tree Preservation Ordinance was enacted in 1991 (SMC 19.81). The Tree Preservation Ordinance requires that a tree permit be obtained before a tree over a certain size can be removed, and provides for City inspection of the tree to determine if it should be preserved.

A description of the provisions of the Mills Act, a state law which provides a tax incentive program for owners of historic properties who agree to certain improvement, maintenance and/or repair programs for their properties in return for significant decreases in property taxes, is also found in Appendix C. The City of Sunnyvale has entered into Mills Act contracts with the owners of three residential landmark properties in the city. The City should continue to consider any request for a Mills Act contract with an owner of a residential property with landmark status.

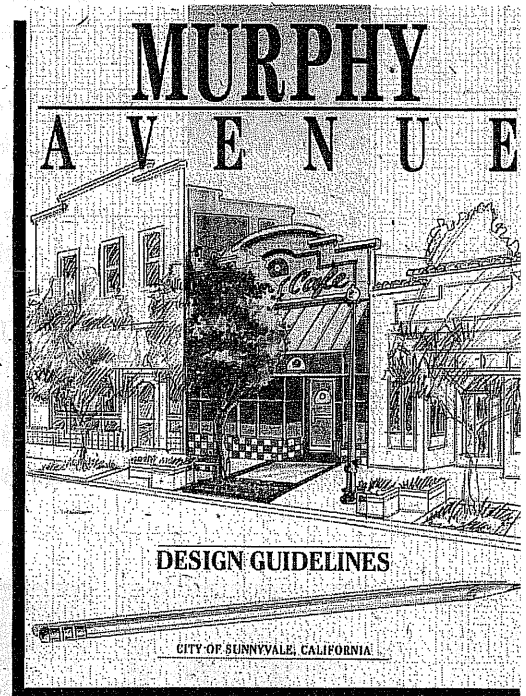
One of the most important relationships that the City has had with an "outside" agency is the relationship with the State Historic Preservation Office (SHPO). The City's heritage



Vargas Redwood Trees

program has achieved a designation as a Certified Local Government (CLG) from SHPO. Among other benefits, this designation entitles the City to apply for grants for certain heritage projects. The City applied for and received a grant to revise the Murphy Avenue Design Guidelines in 1994. A second grant request to revise the Cultural Resources Inventory was approved in 1995. However, participation in SHPO's CLG program has regulatory obligations as well as benefits. Because CLG grant criteria may change to emphasize projects that may not respond to the City's interests, and because maintaining CLG status requires staff time, the City should re-evaluate its ongoing participation in the CLG program every few years, to assess whether the program remains beneficial. A detailed description of SHPO and the funding process is found in Appendix C.

A detailed discussion of other State and Federal programs, agencies and grant sources which are a part of the operating environment for the City's heritage preservation program can be found in Appendix C. Since state and federal regulations change and agencies, programs and funding sources come and go, it will be important for staff, the Heritage Preservation Commission and others interested in the City's preservation activities to maintain current information on these agencies, programs and funding sources.



Cooperative Relationships with Local Agencies and Organizations

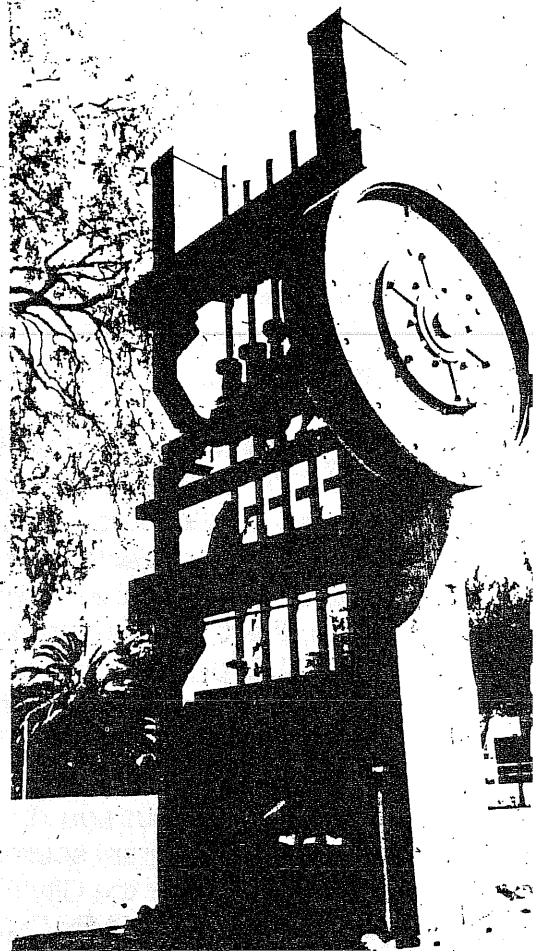
In addition to the State and Federal agencies that have regulatory powers or that provide funding opportunities, many private groups and agencies affect the operating climate of the City's heritage preservation program. Groups such as the Sunnyvale Historical Society, the Santa Clara County Heritage Council and the California Preservation Foundation provide information and support for the City's heritage preservation activities. The Heritage Preservation Commission has also both given and received support from other city agencies.

Many projects have been "shared." For example, the Heritage Preservation Commission and staff worked with the Arts Commission and staff from the Parks and Recreation



Department to develop the historic portraits that now hang in City Hall, the Library and other public places. The Arts Commission chose the artists and arranged for the portraits to be painted, while the Heritage Preservation Commission published a booklet (Sunnyvale Pioneer Portraits: Historical Portraits Project) providing information about the portrait subjects and how they were chosen.

The Orchard Heritage Theme Park and the Stamp Mill Project, which were initiated by the Sunnyvale Historical Society, were actively supported by the Heritage Preservation Commission and the Parks and Recreation Department. The City is now working with the Sunnyvale Historical Society to complete the Orchard Heritage Theme Park, which will include an interpretive display to highlight the living history resource of the existing apricot orchard in the Community Center complex. The Stamp Mill was one of the original industrial stamp presses used by Hendy Iron Works. It was donated by Westinghouse, to be installed in a public place chosen by the City.



The Heritage Preservation Commission published a book, Images, providing photographs and information on Sunnyvale's heritage resources which has been used extensively by members of the Sunnyvale Historical Society as well as the public. Since this book is now out of print, republication should be considered.

In addition to Images, the City recently provided a grant to assist with publishing a book on the history of Sunnyvale, Sunnyvale From the City of Destiny to the Heart of Silicon Valley, by Mary Jo Ignaffo. This book was published by the California History Center Foundation, and provides another example of how various public and private agencies can work together to acknowledge and preserve the City's heritage.

It will become increasingly important to maintain and expand relationships with these organizations as the City seeks to broaden its constituency for heritage preservation support and maximize the effectiveness of the City's heritage preservation program.

I·M·A·G·E·S
SUNNYVALE'S HERITAGE RESOURCES



It is especially important that communication between the Heritage Preservation Commission and the Sunnyvale Historical Society should continue to be maintained at a mutually supportive level, as this organization has a membership of approximately 300 Sunnyvale residents with an interest in preserving Sunnyvale's heritage.

Murphy Street Scene Sculpture by: John Battenber

DEMOGRAPHIC AND SOCIAL TRENDS

Population Growth and Diversity

The population of the City is expected to continue to grow. The city's population in 1990 was 117,229. The City's Department of Finance estimates that Sunnyvale's 1995 population is 125,950, while the Association of Bay Area Governments (ABAG) projects a Sunnyvale population of 130,700 for the year 2000 and 139,700 for 2010. Some of this increase will be due to births, but most of it will be as the result of relocation and immigration. The fact that the City will have provided additional housing will encourage relocation from other cities in the Silicon Valley and the Bay Area and, possibly, from southern California. In addition, all of California is expected to experience an increase in immigration from other parts of the world. There has already been a significant increase in the percentage of Asian-Pacific Island population in Sunnyvale -- from 4% in 1970 to 19% in 1990.

The cultural traditions which now are reflected in Sunnyvale's built environment are the traditions of Americans of European descent. It is these traditions which have defined what is beautiful and what is worthy of preservation. As the number of immigrants from other countries increases, the ethnic make-up of the population will change. The new residents will bring with them their own concepts about what is beautiful, what is acceptable and what is worthy of preservation. For example, in Los Angeles the Chinese community has established their architectural presence by renovating the bungalows in one older neighborhood where they have settled to express their own cultural traditions. It could be said that these changes, as much as the original building styles, are now a part of Los Angeles' heritage.



Briggs-Stelling Mansion

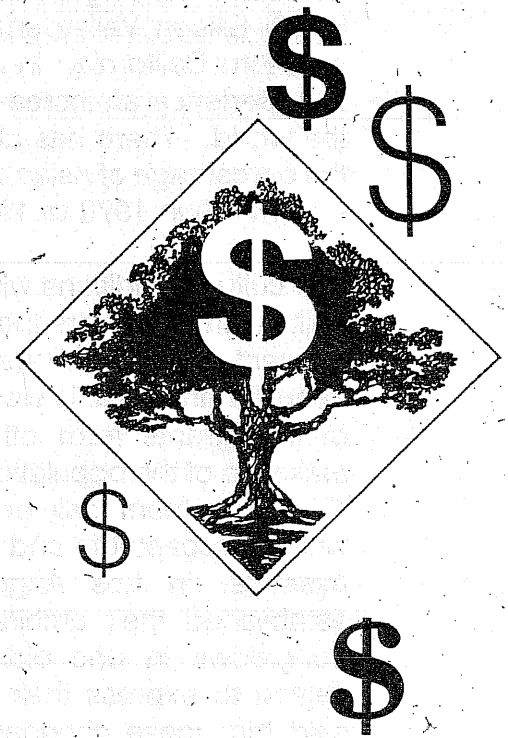


Sunnyvale has not yet experienced the "layering" effect of having buildings used over time by different cultural groups. Therefore, the question of "whose heritage is it?" that should be preserved has not arisen. However, if the predicted demographic changes occur, this could be a relevant question in the future. Some new residents may at first tend to move into the older, less expensive neighborhoods which contain a significant number of cultural resource homes and propose to make changes to these homes to express their cultural traditions. Should this pattern occur, it will provide an opportunity to develop a creative dialogue between the new residents and the heritage "establishment." Although the dialogue might begin by focusing on architectural concerns (i.e., how to maintain the essential integrity of a building without inappropriately inhibiting the expression of cultural preferences), the experience of dialogue could also provide an opportunity to encourage the new residents to become active participants in Sunnyvale's heritage programs.

In order to benefit from the enrichment possible through integration of diverse traditions, an energetic program of outreach and involvement should be developed.

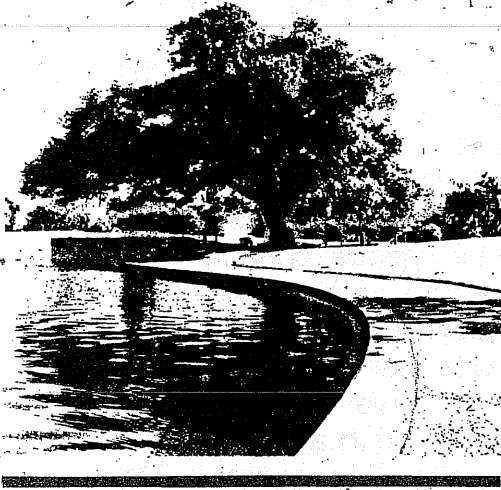
Economic Prosperity

Although, in this increasingly complex world economy it is impossible to predict which communities (or nations) will be prosperous in the future, at this time in the history of Sunnyvale the economic prospects look promising. As with many other things, economic prosperity raises the potential for both problems and opportunities for the city's heritage preservation program. The problems include the development pressures on older properties and neighborhoods which are described above. The opportunities come when a prosperous population has enough time and discretionary money to support "quality of life" issues such as the arts and heritage preservation. To reach these people and involve them in heritage preservation support will require an outreach effort.



THE STRATEGIC PLAN

Valley Oak, Sunnyvale Community Center



Since the continued economic development of the city is of vital strategic interest, it is important to acknowledge the link between preservation of the City's heritage resources and economic development. As noted in the discussion of Murphy Avenue, preservation of heritage buildings, trees, streetscapes and other heritage artifacts makes a community more interesting and aesthetically pleasing, thereby encouraging economic investment in the community. Sometimes, however, these two values -- heritage preservation and economic development -- may appear to be in conflict with each other. Creative resolutions of such apparent conflicts can be found through good communication and coordination between the various decision makers who are involved.

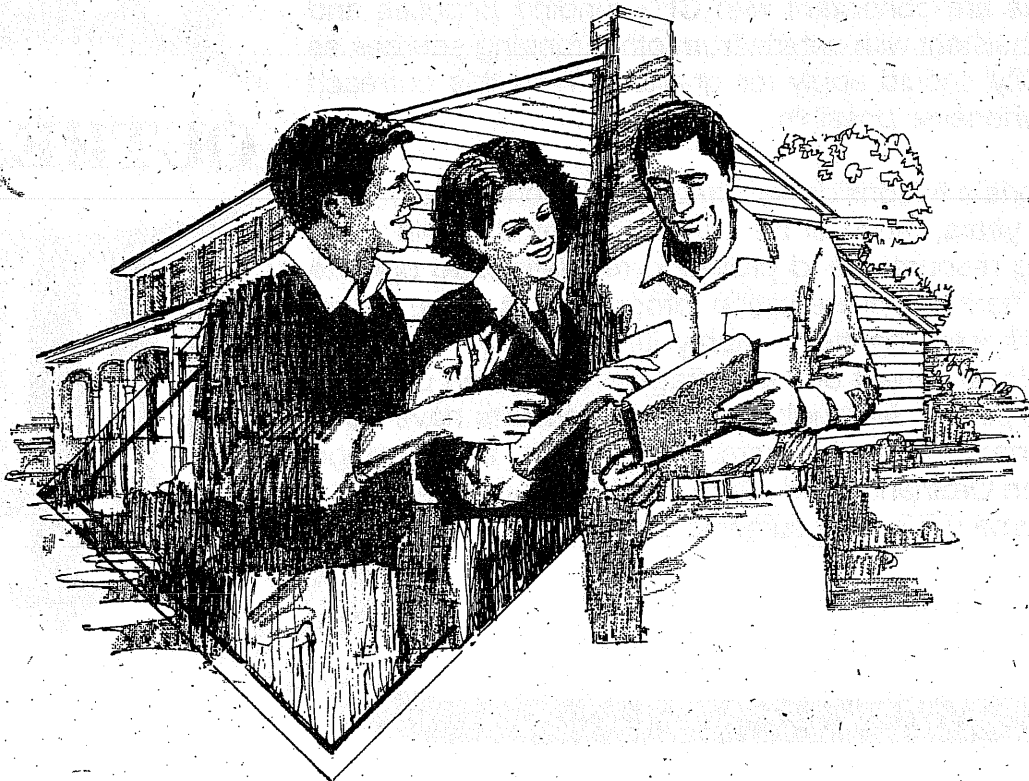
Although there remain many things to do to improve the City's heritage preservation program and protect its heritage resources, a review of the foregoing discussion of community conditions makes clear that, strategically speaking, the one overriding need is for community outreach. Therefore, programs which involve communication and other forms of outreach should be given priority in the coming years. Since such efforts are consistent with CLG funding priorities and may be consistent with criteria from other funding sources as well, the City should apply for grants to fund this outreach program whenever possible.

It is appropriate to consider outreach as a priority. During the last fifteen years, much of the basic work of identifying and designating resources and providing regulations to operate the City's heritage preservation program has been done. These tasks were rightfully priority items during the period when the development of the heritage preservation program was taking place. Although these achievements have been very important, without community support the Heritage Preservation Ordinance and the Cultural Resources Inventory could become useless documents on a shelf.



A strong public outreach effort is needed to bring more public attention to the City's heritage resources and develop increased public support for the City's heritage preservation activities. A basic program of public outreach should be considered. This program would serve as a resource as the community experiences the changes that will occur from the projected increases in population and demographic diversity. Outreach could take the form of programs on Sunnyvale's heritage that are presented to school classes, video presentations that can be used by various church, civic, business and other community groups, and publications, visual and kinetic exhibits and displays and other tools that will provide information on Sunnyvale's heritage to as many residents as possible. The Heritage Preservation Commission could be more visible at public events, such as the Art and Wine Festival and the State of the City event. The Commission may wish to develop slide shows and exhibits to use for these and other public events.

The outreach program will not only introduce new residents to the City's heritage program and resources, but will encourage all residents from all age groups, income groups, social and ethnic backgrounds to participate in heritage preservation.



COMMUNITY CONDITION INDICATORS

The use of quantifiable measurements can be helpful in measuring the success of the heritage preservation program, as well as the need to make changes in the program to meet unanticipated needs or problems and to identify trends which may require adjusting priorities.

	<u>92/93</u>	<u>93/94</u>	<u>94/95</u>	<u>95/96</u>	<u>96/97</u>	<u>97/98</u>
<u>Land Uses/Development Patterns</u>						
# of redevelopment projects in older, established neighborhoods (40 years old & older)	N/A	1	0			
<u>Heritage Resources</u>						
# of cultural resource homes renovated	N/A	N/A	2			
# of development-related changes in cultural resources streetscapes	0	1	1			
# of Landmark Alteration Permits granted						
a. On Murphy Avenue	9	6	5			
b. For other landmark properties						
# of heritage resources demolished or moved out of Sunnyvale	0	1	2			
# of heritage trees removed	1	0	1			
# of cultural resources added to Inventory	0	0	0			
# of Landmarks added to Inventory	0	0	0			
# of Mills Act contracts enacted	2	1	0			
# of heritage resources requiring code enforcement	N/A	N/A	N/A			

	<u>92/93</u>	<u>93/94</u>	<u>94/95</u>	<u>95/96</u>	<u>96/97</u>	<u>97/98</u>
<u>Murphy Avenue</u>						
% of uses						
a. restaurants	N/A	N/A	34%			
b. retail	N/A	N/A	20%			
c. personal services	N/A	N/A	18%			
d. bars and nightclubs	N/A	N/A	3%			
e. residential	N/A	N/A	1%			
f. offices	N/A	N/A	3%			
g. vacancies	N/A	N/A	21%			
# of demolitions	0	0	2			
# of new buildings and major building renovations	1	3	2			
<u>Intergovernmental Relationships</u>						
# of grants received for heritage program/projects	N/A	1	1			
# of Sunnyvale landmarks given state and/or national landmark status	0	0	0			
<u>Policy Implementation</u>						
# of heritage-related legislative issue items approved by Council and included in staff workplans	1	1	1			
<u>Community Relations</u>						
# of outreach presentations made	0	0	0			
# of joint projects with other City Divisions or Departments and/or community groups	1	0	1			
# of publications developed and made available for distribution	1	0	1			